

AMENDMENT

In the Claims

Please add the following new claims:

12. An on-line digital collectibles award and redemption system comprising:

A1 a first user accessible on-line location, for providing information and intellectual content relating to specific user interests;

a second on-line location, for supporting user engagement in award activities and for award redemptions;

a third on-line location, for offering goods and services and providing the user with an opportunity to acquire a plurality of collectible awards as a result of completing requisite commercial transactions;

a first user selectable link provided at said first on-line location, the activation of said link providing the user with one of said collectible awards relating to said interests and transferring said user to said second on-line location;

a second user selectable link provided at said second on-line location, wherein the activation of said second user selectable link transfers said user to said third on-line location at which said collectible awards will be made available to said user; and

a linkage at said third on-line location allowing the user to return to said second on-line location.

13. (New) The system of claim 12 wherein user access to said first, second and third on-line locations is provided by one of a personal computer, a cell phone, a set-top cable box and a personal digital assistant (PDA).

14. (New) The system of claim 12 wherein said first on-line location comprises one of a plurality of single or multi-interest locations serving users with hobby, collecting or intellectual interests.

15. (New) The system of claim 12 wherein said third on-line location comprises a general purveyor of said goods and services, such as one of a department store, a discount store, a book seller and an appliance seller.

16. (New) The system of claim 12 wherein each of said collectible awards comprises a "Limited Edition Digital Object" (LEDO).

17. The system of claim 16 wherein said LEDO comprises at least one of a marketing premium, a game piece for participating in an on-line game, a redemption point which can be redeemed for value, a game piece in an instant-win game and a source of information and intellectual property relating to user hobbies and interests.

18. (New) The system of claim 17 wherein said second on-line location comprises one of a creator of said LEDOs, a provider of said LEDOs, a maintainer of said LEDOs, an enhancer of the value of said LEDOs and a site for participation in activities utilizing said LEDOs.

19. (New) The system of claim 18 wherein said second on-line location allows the user to interact with other users having said LEDOs.

20. (New) The system of claim 17 wherein said second on-line location provides the user with information concerning other on-line sites related to the user's interests and offering additional LEDO award opportunities.

21. (New) The system of claim 12 wherein an operator of said first on-line location is recompensed by an operator of said third on-line location as a result of successful commercial activities carried out at said third on-line location by the user.

22. (New) A LEDO award distribution and redemption site for an on-line digital collectibles award and redemption system, comprising:

an on-line site for distributing LEDOs to site users as awards for participation in certain activities at linked sites offering goods and services or special interest content;

means for providing the site users with information about said linked sites at which additional LEDOs can be won or redeemed by the site users; and

means for maintaining and enhancing LEDOs so as to improve their value as collectibles.

REMARKS

Applicant has added new Claims 12 - 22 to the present application. Upon entry of this preliminary amendment, Claims 1 through 22 are now pending in the present application. Applicants respectfully request that the Patent Office enter the claim amendments prior to initial examination of this application.

Attached hereto is a marked-up version of the changes made to the claims by the current amendment. The attached page is captioned "Version with markings to show changes made."

CONCLUSION

Applicants and the undersigned thank the Examiner in advance for entry of the claim amendments prior to the initial examination of this application. Applicants respectfully submit that the present application is in condition for allowance. Such action is hereby courteously solicited.